

Rival inks deal for Bagel Stops

By Penny Parker

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Boston Chicken-backed Progressive Bagel Concepts Inc. sealed a deal yesterday to take over nine of the 12 metro-area Bagel Stop restaurants.

"We bought out Bagel Stop's largest franchisee," said Gary Gerdemann, PCBI spokesman. Tom Wilsam, who owned the nine Bagel Stops, sold the restaurants to PCBI for an undisclosed amount.

The restaurants will continue operating with the Bagel Stop name until PCBI settles on a permanent name and design con-

cept for its restaurants. The bagel company is currently testing the name Einsteins in a store near Salt Lake City.

"That concept is deeply experimental," Gerdemann said, "and may or may not come of anything."

Progressive Bagel decided to buy out Bagel Stop primarily to capture Bagel Stop's locations in the Denver market, Gerdemann said. "We're using Bagel Stop to give us an immediate boost into the market."

Gerdemann said expansion plans call for 20 new bagel stores to open in the metro area over the next 12 months. Beginning as

early as next week, PCBI will introduce its own bagel recipe and lower the price per bagel from 88 cents to 45 cents.

The Bagel Stop stores in Parker, Castle Rock and Littleton are not included in the buyout because they are not owned singly by Wilsam and are in less desirable locations, Gerdemann said.

"Castle Rock and Parker are a bit out of our trade area," Gerdemann said. "We're getting the bulk of the Denver market and that's where we want to be playing the game right now."